

## **Response to Committee Members' Questions from January 5, 2012 Meeting**

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The Joint Economic Development and Global Engagement Committee met last on January 5, 2012. It heard a presentation on the role of the Economic Development Board in developing the State's economic development strategic plan. The members asked a couple of questions and below are the responses provided by the Department of Commerce.

- *Is the Economic Development Board's strategic plan up-to-date?*

Yes. Attached is EDB's strategic plan, along with its goals, objectives, actions, status, and notes. Here is a link to the website where this document may be found, as well as a link to the 2010 annual report.

- <http://www.nccommerce.com/LinkClick.aspx?fileticket=RqkJR4Dmik4%3d&tabid=1575&mid=4179>
- [http://www.nccommerce.com/Portals/0/BoardsAndCommissions/EDB/other/2010%20Economic%20Development%20Board%20Annual%20Report\\_COMBINED.pdf](http://www.nccommerce.com/Portals/0/BoardsAndCommissions/EDB/other/2010%20Economic%20Development%20Board%20Annual%20Report_COMBINED.pdf)

- *Is the Department of Commerce's website available in other languages?*

Yes. Although the main agency website is not currently available in multiple languages, Commerce does publish a great deal of web content in multiple languages. This content is tailored to the targeted audiences the Department seek to reach in many foreign markets. Broadly speaking, these audiences are related to the programs for business recruitment, tourism promotion, and international trade development. In many instances, the Department publishes the content using specialized sites deployed just for the specific market. Examples of the international content for **business recruitment**:

- Asia Main Portal: <http://nc-asia.com>
- Brazil: <http://nccommerce.com/international/brazil>
- China: <http://nc-asia.com/gb/index.html>
- <http://nc-asia.com/big5/index.html>
- <http://nccommerce.com/international/china>
- France: <http://nccommerce.com/international/france>
- Germany: <http://nccommerce.com/international/germany>
- Italy: <http://nccommerce.com/international/italy>
- Japan: <http://www.nctokyo.com/>
- <http://nccommerce.com/international/japan>
- Korea: <http://nc-asia.com/korean/index.html>
- <http://nccommerce.com/international/korea>
- Mexico: <http://nccommerce.com/international/mexico>

Examples of the international content for **tourism promotion**:

- Germany: <http://de.visitnc.com/>
- Japan: <http://jp.visitnc.com/>
- Mexico: <http://mx.visitnc.com/>
- Canada: <http://qc.visitnc.com/>
- United Kingdom: <http://uk.visitnc.com/>

Examples of the international content for **international trade/export market development**:

- Brazil: <http://nccommerce.com/international/brazil>
- China: <http://nc-asia.com/gb/index.html>
- <http://nc-asia.com/big5/index.html>
- <http://nccommerce.com/international/china>
- France: <http://nccommerce.com/international/france>
- Germany: <http://nccommerce.com/international/germany>
- Italy: <http://nccommerce.com/international/italy>
- Japan: <http://www.nctokyo.com/>
- <http://nccommerce.com/international/japan>
- Korea: <http://nc-asia.com/korean/index.html>
- <http://nccommerce.com/international/korea>
- Mexico: <http://nccommerce.com/international/mexico>